

**Architectural Coatings**
**PURE PERFORMANCE™ Interior Latex Primer**
**Generic Type**

VAE Latex

**Tinting and Base Information**

May be tinted to approximate the color of the topcoat. Use PITTSBURGH® Paints Colorants and refer to THE VOICE OF COLOR® formula book for tinting instructions.

9-2

White

**General Description**

Our premium low odor, zero VOC\* (volatile organic compounds) primer designed to meet the performance requirements of the institutional, commercial and residential markets. PURE PERFORMANCE Interior Latex Primer is formulated to provide excellent sealing, hiding and application with minimal odor and zero VOC\* properties. Ideal for use in occupied areas such as: hotel/motel resort properties, nursing homes, homes, schools, government facilities, retail space, office buildings, hospitals, and apartments.

**Recommended Uses**

Concrete	Drywall
Masonry	Plaster
Stucco	Wood

**Features / Benefits**

Good Hiding Power  
Minimal Odor/Very Low Odor  
Excellent Enamel Holdout  
Fast Drying  
Zero VOC\*  
Excellent Sealing Properties  
Soap and Water Cleanup  
Low Spatter  
This product meets Green Seal's Environmental Standard, Class A, for volatile organic compounds (VOC's) and other ingredients, and also meets or exceeds LEED's criteria as defined by GS-11.

**Product Data**

<b>Gloss:</b>	Flat: 0 to 4 (60° Gloss Meter)
<b>VOC*:</b>	0.00 lbs/gal (0.00 g/L)
<b>DFT:</b>	1.20 minimum to 1.40 maximum mils
<b>Coverage:</b>	400 to 450 sq. ft./gal. (37 to 42 sq. m/3.78L)

Note: Does not include loss due to varying application method, surface porosity, or mixing.

<b>Volume Solids*:</b>	34.8% +/- 2.0%
<b>Weight Solids*:</b>	52.0% +/- 2.0%
<b>Viscosity:</b>	95 to 101 KU
<b>Weight/Gallon*:</b>	11.3 lbs. (5.1 kg) +/- 0.2 lbs. (91 g)
<b>Cleanup:</b>	Soap and Water

\*Product data calculated on product 9-2.

**Drying Time:**

To Touch:	1 hour
To Handle:	1 hour
To Recoat:	4 hours

Dry Time @77°F (25°C); @50% relative humidity

**Flash Point:** Over 200°F, (93°C)

**Limitations of Use**

Apply when air, surface or product temperatures are above 50°F (10°C). Protect from freezing. Not recommended for use on floors.  
\*Zero VOC is exclusive of colorant added for tinting. Drying times listed may vary depending on temperature, humidity and air movement. Spray equipment must be handled with due care and in accordance with manufacturer's recommendation. High-pressure injection of coatings into the skin by airless equipment may cause serious injury.

## Architectural Coatings

## PURE PERFORMANCE™ Interior Latex Primer

## General Surface Preparation

Surface to be primed must be clean, dry, smooth, and free from dirt, grease, powdery or peeling paint, and other surface contaminants. All cracks and other surface imperfections must be repaired using high quality patching compounds, then allowed to dry thoroughly. Repaired areas should be sanded smooth and then spot-primed. Slick or glossy surfaces of previously applied paint, in sound condition, must be dulled by sanding.

**WARNING:** Removal of old paint by sanding, scraping or other means may generate dust or fumes which contain lead. EXPOSURE TO LEAD DUST OR FUMES MAY CAUSE ADVERSE HEALTH EFFECTS, ESPECIALLY IN CHILDREN OR PREGNANT WOMEN. Controlling exposure to lead or other hazardous substances requires the use of proper protective equipment, such as properly fitted and approved (e.g., NIOSH-approved) respirator and proper containment and cleanup. For additional information, contact the USEPA/Lead Information Hotline at 1-800-424-LEAD or the regional Health Canada office.

**NEW PLASTER:** Fresh plaster, hardcoat, skim coat, or other alkaline surfaces should be allowed to cure for at least 30 days prior to priming with an alkali resistant primer.

**CONCRETE BLOCK, CINDER BLOCK, VERTICAL MASONRY:** New concrete should cure for at least 30 days and preferably 90 days prior to priming. Fill block with an appropriate block filler. Surfaces previously coated with water thinned cement-base paint must be prepared with extra care. Such coatings must be completely removed for best results. If the coatings appear to be adhering tightly, a masonry sealer may be applied to seal the surface prior to topcoating. One way to check adhesion is by applying a piece of masking tape. If it peels off easily and has loose particles adhering to it, remove all the chalking or crumbling material before repainting.

**WATER-SOLUBLE STAINS:** Apply SEAL-GRIP® Primer 17-21 or 17-31, over stained area prior to coating, to avoid bleeding of the stain into the topcoat.

## Recommended Primers

Plaster	6-603, 9-2 (zero VOC)
Concrete Masonry Units, Masonry (Block Fillers)	6-7, 6-12
Concrete, Masonry (Primers, Sealers)	6-603, 6-808

## Directions for Use

Stir thoroughly before using and frequently during use. Read all label and Material Safety Data Sheet (MSDS) information prior to use. MSDS are available through our website or by calling 1-800-441-9695.

## Permissible temperatures during application:

Material:	50 to 90°F	10 to 32 °C
Ambient:	50 to 100°F	10 to 38 °C
Substrate:	50 to 100°F	10 to 38 °C

PPGAF believes the technical data presented is currently accurate; however, no guarantee of accuracy, comprehensiveness, or performance is given or implied. Improvements in coatings technology may cause future technical data to vary from what is in this bulletin. For complete, up-to-date technical information, visit our web site or call 1-800-441-9695.

## Application Information

## Recommended Spread Rates:

Wet Mils :	3.6 minimum to	4.0 maximum
Wet Microns:	91.4 minimum to	101.6 maximum
Dry Mils :	1.2 minimum to	1.4 maximum
Dry Microns:	30.5 minimum to	35.6 maximum

**Application Equipment:** Apply with a high quality brush, roller, paint pad, or by spray equipment. Where necessary, apply a second coat.

**Airless Spray:** Pressure 2000 psi, tip 0.015" - 0.021"

**Brush:** Polyester/Nylon Brush

**Roller:** 3/8" - 3/4" nap roller cover.

## Thinning:

No thinning is usually required. If necessary add up to 1/4 pint (118 mL) of water per gallon (3.78 L) of paint.

**Packaging:** 1-Gallon (3.78L)  
5-Gallon (18.9L)

Not all products are available in all sizes.



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Additional copies of this bulletin can be obtained from our web site or by calling 1-800-428-7806.

PPG Architectural Finishes, Inc.  
One PPG Place  
Pittsburgh, PA 15272

www.pittsburghpaints.com

Technical Services: PPG Architectural Coatings-Canada  
1-800-441-9695 4 Kenview Blvd.  
Architect/Specifier: Brampton, Ontario L6T5E4  
1-888-774-7732 (905) 790-5336  
International Sales: 1-877-238-6441  
(412) 434-2049

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